

Kjell & Company evaluates Kjell Express in Norway in partnership with Circle K

After the successful launch of 292 Kjell Express stores in Sweden, an equivalent partnership is now being introduced during a test period with Circle K in Norway at six petrol stations: four in the Oslo region, one in Bergen and one in Alta during the period April – August 2022. The aim of the pilot project is to evaluate the Norwegian market for a potential expansion of Kjell Express at approximately 270 staffed Circle K stations in Norway.

"It is fantastically gratifying that we now take our successful partnership with Circle K to Norway as well. For Kjell & Company, this is the best possible confirmation that our 'store in store' concept works, which creates significant opportunities for additional partnerships going forward," says Andreas Rylander, President and CEO of Kjell Group.

Kjell & Company began the roll-out of 292 new express stores at Circle K in Sweden in autumn 2020. The roll-out was completed in early 2021, effectively tripling the company's physical presence in Sweden. The express store concept gives Kjell & Company its own area at Circle K's petrol stations, featuring products such as mobile phone accessories, chargers, headphones and extra batteries. It is Kjell & Company's strong own brands that laid the foundation for the successful new business model "Business to Distributor".

"We see our partnership with Circle K in Sweden as confirmation that our model works but are humbly aware that customer needs and purchasing patterns vary considerably in different markets. Together with Circle K in Norway, we will use this pilot project to learn how we can best ensure customer satisfaction among our Norwegian customers," says David Palm, CRO at Kjell & Company and head of the Kjell Express concept.

Kjell & Company combines the market's most comprehensive range of approximately 8,000 products with advisory services and installation – online, via 137 service points, including 110 in Sweden and 27 in Norway, and together with collaboration partners. AV-Cables.dk, which has been part of the Kjell Group since April 2021, also offers consumer electronics accessories, with sales primarily in Denmark.

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Attachments

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